ABSTRACT

The main goal of this bachelor thesis is to give a detailed view of the structure of the companies and its development within Borská pole in Pilsen – a successful, public-sector established, industrial zone. Based on publicly available information and analysing the websites of the individual subjects, the companies were divided into 6 types. After that, the development trends and the current status according to the proportion of the individual categories were evaluated. For companies in the manufacturing sector, a degree of sectoral proximity was identified using the ex-ante methodological approach of the related variety concept, i.e. whether the structure of the studied companies is diversified, related variety or specialized. Based on the research, a relatively high proportion of companies operating in non-productive sectors was identified and overall there is a notable qualitative shift regarding activities from originally predominant production towards tertiary and quaternary activities. Finally it was discovered that the industrial composition of companies within the zone is largely unrelated diversified.

Key words: typology of the companies, degree of sectoral proximity, related variety, industrial zone, Pilsen